



2019 KEY TO SUCCESS PROGRAM

PROGRAM DESCRIPTION

All golf course customers in Canada that attend a technical presentation given by Bayer in 2019 will be eligible to purchase Eligible Product (as defined below) from an approved Bayer CropScience Inc. (“Bayer”) agent during the Promotional Period (as defined below) and are eligible to receive an **off-invoice Discount** (the “Off-Invoice Discount”) (as set forth below) in accordance with this Program. The Off-Invoice Discount will be provided to the golf course by the approved and appointed agents and reimbursed to the agent by Bayer provided that all of the Program Qualifications are met.

PROGRAM OFFER

2019 Key to Success Program			
Product	Cost per Unit	Discount per unit	Final Price per unit
Mirage Stressgard	\$731	\$50	\$681

ELIGIBLE PARTICIPANTS

- Approved Bayer agents as appointed by Bayer to supply Eligible Product during the Promotional Period.

ELIGIBLE PRODUCT

- Bayer’s Mirage Stressgard®

PROMOTIONAL PERIOD

- March 1, 2019 – September 30, 2019

PROGRAM QUALIFICATION

- To be eligible to qualify for the Off-Invoice Discount, golf course customers must purchase Eligible Product from approved agents appointed by Bayer during the Promotional Period.
- To be eligible for the Off-Invoice Discount golf course customer **must provide the physical meeting “Key Code”** that is provided by Bayer at the time of the meeting to approved agents appointed by Bayer during the Promotional Period.
- Key Code is only valid for one time purchase and must be given to the Agent at time of purchase.
- Only one key code per golf course per meeting will be eligible
- Agents must supply Bayer with hard copy invoices of Eligible Product purchases made by golf courses by the dates as indicated below to be eligible for re-imbursement under this Program.



Mirage[™] Stressgard[®]

- All sales are final.
- No returns shall be accepted for purchases of Eligible Product during this Program.
- The Program is based on Eligible Product availability.
- The Program begins March 1, 2019 and September 30, 2019
- Bayer’s interpretation of the Program is final.

DISCOUNT PAYMENT CALCULATION

Eligible Program invoices will be administered by Bayer (if duly and satisfactorily received by Bayer by the dates noted below) in the following manner:

- Invoices received March 1, 2019 – June 30, 2019 – reimbursement will be issued by August 1st, 2019.
- Invoices received July 1, 2019 – October 15, 2019 – reimbursement will be issued by December 1, 2019.
- All invoices submitted for reimbursement must include the following statement on the invoice: **2019 Key to Success Program**
- All invoices submitted for reimbursement must include the customer provided **“Key Code”**
- All physical key codes must be returned to Bayer at time of invoice submission.
- Attendee list for Agent sponsored meetings must be submitted to validate customer attendance and qualification for Discount

Accepted and agreed to by the parties’ respective duly authorized representatives on the last day written below.

Agent: _____

BAYER CROPSCIENCE INC.

By: _____

By: _____

Name: _____

Name: Brian Rosenberg

Title: _____

Title: Head of Environmental Science Canada

Date: _____

Date: _____